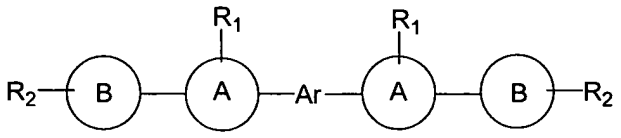
WHAT IS CLAIMED IS:

1. A compound of formula (I):



(I),

wherein

Ar is aryl, heteroaryl, or oligoaryl;

A is furyl;

B is aryl or heteroaryl;

R_1 is hydrogen, alkenyl, alkynyl, aryl, heteroaryl, cyclyl, heterocyclyl, or oligoaryl; and

R_2 is hydrogen, alkyl, alkenyl, alkynyl, aryl, heteroaryl, cyclyl, or heterocyclyl.

2. The compound of claim 1, wherein A is furyl substituted at positions 2 and 5.

3. The compound of claim 1, wherein B is aryl.

4. The compound of claim 3, wherein B is phenyl.

5. The compound of claim 4,wherein R_2 is hydrogen.

6. The compound of claim 1, wherein Ar is aryl.

7. The compound of claim 6, wherein Ar is phenyl.

8. The compound of claim 7, wherein A is furyl substituted at positions 2 and 5.

9. The compound of claim 8, wherein B is aryl.

10. The compound of claim 9, wherein B is phenyl.

11. The compound of claim 10, wherein R_2 is hydrogen.

12. The compound of claim 11, wherein R_1 is phenyl, and substituted at position 3 of furyl.

13. The compound of claim 1, wherein Ar is oligoaryl.

14. The compound of claim 13, wherein Ar is biphenyl.

15. The compound of claim 14, wherein A is furyl substituted at positions 2 and 5.

16. The compound of claim 15, wherein B is aryl.

17. The compound of claim 16, wherein B is phenyl.

18. The compound of claim 17, wherein R_2 is hydrogen.

19. The compound of claim 18, wherein R_1 is phenyl, and substituted at position 3 of furyl.

20. An electro-luminescence device, comprising:

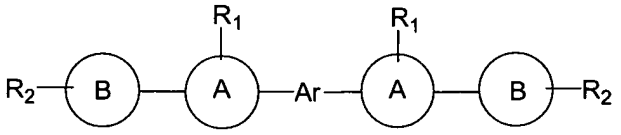
an anode layer,

a hole transporting layer,

an electron transporting layer, and

a cathode layer,

wherein the anode layer, the hole transporting layer, the electron transporting layer, and the cathode layer are disposed in the above order; and the hole transporting layer includes a compound of formula (I):



(I),

in which

Ar is aryl, heteroaryl, or oligoaryl;

A is furyl;

B is aryl or heteroaryl;

R_1 is hydrogen, alkyl, alkenyl, alkynyl, aryl, heteroaryl, cyclyl, heterocyclyl, or oligoaryl; and

R_2 is hydrogen, alkyl, alkenyl, alkynyl, aryl, heteroaryl, cyclyl, or heterocyclyl.

21. The device of claim 20, wherein A is furyl substituted at positions 2 and 5.

22. The device of claim 20, wherein B is aryl.

23. The device of claim 22, wherein B is phenyl.

24. The device of claim 23,wherein R_2 is hydrogen.

25. The device of claim 20, wherein Ar is aryl.

26. The device of claim 25, wherein Ar is phenyl.

27. The device of claim 26, wherein A is furyl substituted at positions 2 and 5.

28. The device of claim 27, wherein B is aryl.

29. The device of claim 28, wherein B is phenyl.

30. The device of claim 29, wherein R_2 is hydrogen.

31. The device of claim 30, wherein R_1 is phenyl, and substituted at position 3 of furyl.

32. The device of claim 30, wherein R_1 is n-butyl, and substituted at position 3 of furyl.

33. The device of claim 20, wherein Ar is oligoaryl.

34. The device of claim 33, wherein Ar is biphenyl.

35. The device of claim 34, wherein A is furyl substituted at positions 2 and 5.

36. The device of claim 35, wherein B is aryl.

37. The device of claim 36, wherein B is phenyl.

38. The device of claim 37, wherein R_2 is hydrogen.

39. The device of claim 38, wherein R_1 is phenyl, and substituted at position 3 of furyl.